



Date: July 31, 2007
To: Anthony Batts, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report for Week Ending Friday, July 27

This *City Report* highlights various activities for the week ending Friday, July 27. It is our hope that the *Focus on Results Long Beach* framework improves our ability to communicate information about the services we provide. Please feel free to contact my staff should you have any questions.

THIS WEEK IN THE NEWS

FOCUS AREA: ENVIRONMENT

Water Department

Many areas of the State of California are facing a critical shortage of water, and the Long Beach Water Department is strongly urging residents and businesses to immediately begin implementing **three water conservation measures**:

- Eliminate landscape over-watering and all water runoff
- Reduce time in the shower and install low-flow shower heads
- Turn off all water faucets in the building and check your water meter to see if the meter is still running. If so, you may have a leak.

For more information, visit www.lbwater.org.

FOCUS AREA: BUSINESS AND ECONOMIC ASSISTANCE

Charter Communications Long Beach Sea Festival

Approximately 3,800 people per day attended the **Long Beach AVP Pro Volleyball Open** in the AVP Stadium on the Marina Green, from July 19 through July 22. On Saturday and Sunday, the women's and men's finals were broadcast live on NBC giving Long Beach national exposure.

About 130 youth, ages 6 to 16, raced sailboats from one end of Long Beach to the other on July 26, as part of the **Jessica Uniack Memorial Beach Bay Regatta**.

Approximately 2,000 people per day attended the **Powerboat Festival** in the Long Beach Harbor on July 21 and July 22.

**Mark Your Calendars
UPCOMING EVENTS AND PROJECTS**

FOCUS AREA: BUSINESS AND ECONOMIC ASSISTANCE

Charter Communications Sea Festival

The **USA Beach Camp** from Thursday, **August 2**, through Saturday, **August 4**, is an excellent opportunity for new and experienced youth players to work on the fundamentals of beach volleyball, develop skills and enhance their overall performance. The *Camp* is located at Marina Green Park, 700 E. Shoreline Dr. Visit www.usabeach.org for more information.

The **Kids Fishing Rodeo** is Friday, **August 3**, beginning at 5:30 am at the Belmont Veterans Memorial Pier.

The **14th Annual Long Beach Crawfish Festival** at Rainbow Lagoon Park on Saturday, **August 4** and Sunday, **August 5**, is a two-day celebration of Louisiana music, food and culture. Tons of fresh crawfish – prepared Louisiana style and served by authentic Cajun chefs – will be available for sale. The festival also includes popular Cajun, Zydeco and New Orleans bands; arts and crafts; and a large area for children's activities. Please visit www.longbeachcrawfishfestival.com for more information.

The **9th Annual Shakespeare Festival** continues this summer with *The Comedy of Errors*, which will run on weekends through **August 12** in front of the Aquarium of the Pacific. The free performances start at 6:30 pm and run approximately two hours on a two-level Elizabethan stage. For more information, visit www.lbshakespeare.org. For more information about Sea Festival, visit www.seafestivallongbeach.com

FOCUS AREA: BUSINESS AND ECONOMIC ASSISTANCE

Community Development, Workforce Development

The Small Business Development Center (SBDC), hosted by Long Beach City College, announced it is the comprehensive **One-Stop Career Center** for the cities of Long Beach, Torrance, Lomita and Signal Hill. The center, at 3447 Atlantic Ave., offers one-on-one counseling, business training seminars, and international trade assistance, under a close partnership with the Long Beach Center for International Trade. Many of these services are offered in Spanish and are focused on serving emerging markets and minority- and women-owned businesses. For more information, please call 570.4574 or visit <http://lasbdcnet.lbcc.edu> or www.longbeachworkforce.org.

FOCUS AREA: BUSINESS AND ECONOMIC ASSISTANCE (continued)

Parks, Recreation and Marine, Special Events and Filming Bureau

A cast and a crew of 150 filmed a TV production **NCIS** in the Plaza at City Hall on July 25.

A cast and a crew of 100 filmed a TV production **CSI Miami** at the Convention Center, McKenna's Restaurant, and at the beach at 72nd Pl. and Ocean Blvd., from July 24 to July 26.

MORE WEEKLY HIGHLIGHTS

FOCUS AREA: COMMUNITY SAFETY

Fire Department

The Fire Department responded to a total of **907 emergency calls for service**: 81 calls for fires with 14 involving structures. It also responded to 752 emergency medical calls; 510 requiring paramedics.

FOCUS AREA: CULTURE, EDUCATION, AND LEISURE

Parks, Recreation and Marine, Planning and Development Bureau

On July 26, *Sligo Rags* performed Celtic music in the gardens of **Rancho Los Cerritos Historic Site**. Several hundred guests picnicked on the lawn and toured the adobe.

The **2007 Long Beach Golf Festival** featured the Long Beach Open Charity Pro/Am Tournament on July 25 at the El Dorado Park Golf Course. The \$155,000 Long Beach Open tournament followed from July 26 through July 29.

Parks, Recreation and Marine, Community Recreation Services Bureau

More than 500 people attended **July is Recreation Month** celebrations at Admiral Kidd and Cesar E. Chavez parks. Attendees enjoyed moon bounces, races, live music and hot dog lunches.

FOCUS AREA: LEADERSHIP, MANAGEMENT AND SUPPORT

City Manager

The **311 Implementation Plan** project is continuing, with staff and consultants evaluating current systems, including telephony, work management and constituent request systems. In the coming weeks, an in-depth analysis of all the City's work management systems will be conducted. A 311 program will provide a single point of contact, either via the phone by dialing 311, or via the Internet, for all non-emergency City service requests.

FOCUS AREA: NEIGHBORHOODS AND HOUSING

Community Development, Neighborhood Services

Twenty-two volunteers joined staff and collected more than nine tons of trash, debris and large items from streets and alleys cleanup near 6900 Muriel Ave. in the **North Long Beach Neighborhood Improvement Strategy (NIS) Area**. For more information contact Chantara_Nop@longbeach.gov.

FOCUS AREA: NEIGHBORHOODS AND HOUSING

Community Development, Neighborhood Services

Twenty-seven residents and business owners removed more than nine tons of trash during a clean-up near 1451 Walnut Ave. in the **MacArthur Park Neighborhood Improvement Strategy (NIS) Area**. The clean-up was co-sponsored by the Anaheim St. Community Police Center Advisory Board. For more information, contact Bryant_Ben@longbeach.gov.

Community volunteers and community service workers, removed trash and debris during a **neighborhood clean-up** near 346 E. 19th St. Property maintenance violations were reported to the Code Enforcement Division. For more information, contact Antoinette_Jeff@longbeach.gov.

MORE WEEKLY HIGHLIGHTS

FOCUS AREA: NEIGHBORHOODS AND HOUSING

Community Development, Neighborhood Services

Residents attended a **Let's Talk Code Enforcement** workshop at the Neighborhood Resource Center. Participants learned about services provided by Code Enforcement, Health and Human Services and Police Departments, City Prosecutor's Office, and Neighborhood Nuisance Abatement Program. Attendees reported 16 potential Code Enforcement violations in their neighborhoods. For information about future workshops, e-mail Sharron_Hinkey@longbeach.gov or call 570.1010.

Community Development, Redevelopment

Residents attended a community meeting on July 30 to discuss the **Shoreline Gateway Project** in the Central Long Beach Redevelopment Project Area. The Shoreline Gateway Project is a multi-use development located at the northwest corner of Ocean Boulevard and Alamitos Avenue area. It would include approximately 350 new homes and retail/gallery space. Please call 570.6316 for more information.

FOCUS AREA: UTILITIES

Long Beach Gas & Oil, Gas Services Bureau

Staff completed a total of **2,781 service calls**. This total included 897 gas and water utility turn-ons, and 1,009 turn-offs. During this period, 558 customer service orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders and verifying read orders, and verifying read orders. A total of 317 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 86 emergency phone calls that resulted in 110 emergency orders being sent out.

FOCUS AREA: INFRASTRUCTURE AND TRANSPORTATION

Street Construction Report: Existing Projects

Long Beach Gas and Oil, Gas Main and Service Replacement

Contact: 570.2064

Bounded by Carson St., Wardlow Rd., Clark Ave. & Bellflower Blvd.
(Parkcrest, Conant, Stearnlee, Hanbury, Harco & Walkerton)

Estimated completion: Mid September

Long Beach Gas and Oil, Gas Main and Service Replacement

Contact: 570.2060

West of Lakewood Blvd., North of Euclid Ave. and South of Stearns St.

Estimated completion: Early September

Long Beach Gas and Oil, Gas Main and Service Replacement

Contact: 570.2064

6th St. Between Termino Ave. & Roswell Ave.

Estimated completion: Late July

MORE WEEKLY HIGHLIGHTS

FOCUS AREA: INFRASTRUCTURE AND TRANSPORTATION

Street Construction Report: Existing Projects (continued)

Water Department, Recycled Water Conversion of Bluff Park, Bixby Park, and Stearns Park

Contact: 570.2326

Ocean Blvd.

From Molino Ave. to Junipero Ave.

Junipero Ave.

From Ocean Blvd. to First St.

Estimated completion:

Late July

Water Department, Alley Service Connection Conversion - Earl and Locust Avenues Project

Contact: 570.2323

Pine, Earl and Locust Avenues

Between 21st St. and Burnett St.

Estimated completion:

October

AB: kp

cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
Curtis Tani, Acting Deputy City Manager
City Manager Department Heads
Tom Modica, Government Affairs Manager
Jyl Marden, Assistant to the City Manager
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